

# ORDER



KSDK

<b>Orders</b>	<b>Order / Rev:</b>	712624	
	Alt Order #:	06309545	
	Product Desc:	NRCC IE 2012	
	Estimate:	3154	
	Flight Dates:	09/28/12 - 10/05/12	Primary AE:
	Original Date / Rev:	10/04/12 / 10/04/12	Sales Office:
	Order Type:	Political	Sales Region:
<b>Agency</b>	<b>Name:</b>	National Media Research Planning/ PC	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		815 Slaters Lane	Billing Cycle:
		Alexandria, VA 22314	Agency Commission:
<b>Advertiser</b>	<b>Name:</b>	National Republican Cong. Committee	
	Demographic:	A35+	New Business Thru:
	Product Codes:	IS-Candidate/US House	Order Separation:
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	<b>Totals</b>		Month	# Spots	Gross Amount	Net Amount	Rating	
08/27/12	09/30/12	17	\$23,245.00	\$19,758.25			September 2012	17	\$23,245.00	\$19,758.25	0.00	
10/01/12	10/05/12	32	\$47,715.00	\$40,557.75			October 2012	32	\$47,715.00	\$40,557.75	0.00	
								Totals	49	\$70,960.00	\$60,316.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Kristin Waskie Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	09/28/12	09/28/12	Tonight Show Tonight Show	CM	1035-1137p	-----F--	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----F-- 1 \$560.00 0.00															
2	KSDK	09/28/12	09/28/12	M-F 4P News News 5 at Four	CM	4-430P	-----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
NWS5 1ST@FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----F-- 1 \$900.00 0.00															
3	KSDK	09/28/12	09/28/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----F-- 1 \$1,800.00 0.00															
4	KSDK	09/28/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	-----F--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----F-- 1 \$450.00 0.00															
5	KSDK	09/28/12	09/28/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-----F--	:30	1	\$2,025.00	P-1	0.00	NM	1	\$2,025.00
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 712624  
Alt Order #: 06309545  
Flight Dates: 09/28/12 - 10/05/12

Advertiser:	National Republican Cong. Committee
Product Desc:	NRCC IE 2012
Estimate:	3154

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Ln	Ch	Start Date	End Date	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FTBL NITE AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$2,025.00			0.00					
23	KSDK	09/30/12	09/30/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
NWCHNL 5-ST LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$450.00			0.00					
N24	KSDK	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$900.00	P-1	0.00	NM	0	\$0.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$900.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSDK	09/24/12-09/30/12	SUN TDY			7-8A				-----Su	:30	(\$900.00)	0.00	NM	
See MG 16.2,16.3,16.4 [did not air- operation error ]															
25	KSDK	09/30/12	09/30/12	NFL Regular Season Fo6M NFL Regular Season Football	Various	-----S	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00	
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$7,875.00			0.00					
26	KSDK	09/30/12	09/30/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
NWCHNNL 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$800.00			0.00					
27	KSDK	10/04/12	10/04/12	LN (M-F) LN (M-F)	CM	10-1035p	---T---	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$2,700.00			0.00					
28	KSDK	10/04/12	10/04/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$675.00			0.00					
29	KSDK	10/04/12	10/04/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$2,250.00			0.00					
30	KSDK	10/04/12	10/04/12	M-F 5-6A 5-6a	CM	5-6A	---T---	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$575.00			0.00					
N31	KSDK	10/04/12	10/04/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$2,475.00	P-1	0.00	NM	0	\$0.00
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$2,475.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSDK	10/01/12-10/07/12	M-F 6P News			6-630P				---Th----	:30	(\$2,475.00)	0.00	NM	
See MG 16.2,16.3,16.4 [NA/Oversold-congressional candidates]															
32	KSDK	10/04/12	10/04/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1	\$1,125.00			0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
33	KSDK	10/04/12	10/04/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
<b>WHEEL-FORTNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
34	KSDK	10/04/12	10/04/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
<b>TODAY SHW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
35	KSDK	10/02/12	10/02/12	LN (M-F) LN (M-F)	CM	10-1035P	-T-----	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
<b>NWS CH5-10P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
36	KSDK	10/02/12	10/02/12	M-F 4P News News 5 at Four	CM	4-430P	-T-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
<b>NWS5 1ST@FOUR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
37	KSDK	10/02/12	10/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
<b>NWS CH5-5P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
38	KSDK	10/02/12	10/02/12	M-F 5-6A 5-6a	CM	5-6A	-T-----	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
<b>TODAY-LOUIS-5</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
39	KSDK	10/02/12	10/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$2,475.00	P-1	0.00	NM	1	\$2,475.00
<b>NWS CH5-6P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
40	KSDK	10/02/12	10/02/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
<b>TODAY-LOUIS-6</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
41	KSDK	10/02/12	10/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-T-----	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
<b>WHEEL-FORTNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
42	KSDK	10/02/12	10/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
<b>TODAY SHW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
43	KSDK	10/03/12	10/03/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	--W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
44	KSDK	10/03/12	10/03/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
<b>TODAY-LOUIS-5</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
45	KSDK	10/03/12	10/03/12		CM	6-630P	--W----	:30	1	\$2,475.00	P-1	0.00	NM	1	\$2,475.00

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Advertiser: National Republican Cong. Committee  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6P News															
News Channel 5 at 6P															
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----		1	\$2,475.00			0.00					
46	KSDK	10/03/12	10/03/12	M-F 6-7A 6-7a	CM	6-7A				-- W----		:30	1	\$1,125.00 P-1	0.00 NM
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----		1	\$1,125.00			0.00					
47	KSDK	10/03/12	10/03/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P				-- W----		:30	1	\$2,250.00 P-1	0.00 NM
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----		1	\$2,250.00			0.00					
48	KSDK	10/03/12	10/03/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A				-- W----		:30	1	\$1,010.00 P-1	0.00 NM
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W----		1	\$1,010.00			0.00					
													Totals	49	\$70,960.00